



EXPRESS MAIL NO. EV 380 863 717 US

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: Yasnovsky et al. Confirmation No.: 5781
Serial No.: 10/700,837 Art Unit: 3622
Filed: November 3, 2003 Examiner: To be assigned
For: SELF-SERVICE PLATFORM Attorney Docket No: 649388-999004
FOR SELLING ADVERTISING (formerly 23867-08200)

FEE TRANSMITTAL SHEET

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

The fee required to be filed with the accompanying amendment of even date herewith concerning the above-identified application has been estimated to be \$0.00.

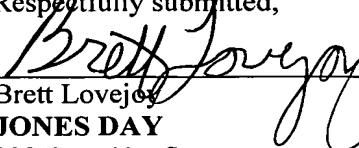
The claim amendment fee has been estimated as shown below:

(Col. 1)		(Col. 2)		(Col. 3)		<input type="checkbox"/> SMALL ENTITY		<input checked="" type="checkbox"/> OTHER THAN A SMALL ENTITY		
CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NO. PREVIOUSLY PAID		PRESENT EXTRA	RATE	ADDIT. FEE	OR	RATE	ADDIT. FEE	
TOTAL	46	MINUS	48	0	x 9	\$		x 18	\$	0.00
INDEP.	3	MINUS	4	0	x 43	\$		x 86	\$	0.00
<input type="checkbox"/> FIRST PRESENTATION OF MULTIPLE DEP. CLAIM					\$			\$		0.00
					TOTAL	\$	OR	TOTAL	\$	0.00

No fee is believed to be required in connection with this amendment. Should the Commissioner for Patents determine otherwise, please charge the required fee to Jones Day Deposit Account No. 50-3013. A copy of this sheet is enclosed.

Respectfully submitted,

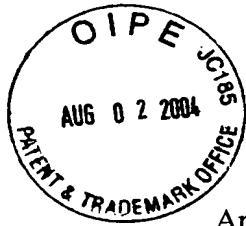
Date: August 2, 2004


Brett Lovejoy 42,813
JONES DAY (Reg. No.)
222 East 41st Street
New York, New York 10017
(212) 326-3939

Enclosure

8-04-04

IFW



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Confirmation No.: 5781

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(formerly 23867-08200)

PRELIMINARY AMENDMENT UNDER 37 C.F.R. § 1.115

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

Please amend the above-identified application as follows.

Amendments to the Claims are reflected in the listing of claims that begins on page 2 of this paper.

Formal Drawings (42 Sheets consisting of Figs. 1 to 19) are attached as Exhibit A, beginning on page 13 of this paper.

Remarks begin on page 12 of this paper.